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ABSTRACT

The guide is intended to provide admissions directors, academic deans, institutional planning officers, and faculty with access to government sources of information concerning college enrollment management. Sections provide information on: using the guide; additional government document information sources; using government documents; acquiring government documents; the Depository Library System; ordering from the Superintendent of Documents; a summary of steps to obtain federal government documents; a listing of local area selective depository libraries; a simplified guide for ordering government documents; the Monthly Catalog of United States Government Publications; using New York State documents; characteristics of New York State documents; the Dictionary Catalog of Official Publications of the State of New York; the Educational Resources Information Center (ERIC); relevant search terms, definitions, and subject headings; and legislative history. Specific enrollment management information sources are listed under the following categories: overview of enrollment management; background readings; statistical and factual enrollment management sources; marketing and higher education; college and univesity planning; admissions standards; bibliographies; race and gender in admissions. Also described are nongovernment enrollment management resources, relevant offices to contact for further information, ERIC clearinghouses, federal agencies, state agencies, congressional committees, and an international agency (Unesco). (DB)

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Government Materials on Enrollment Management and Planning in Higher Education: A Resource Guide

DAVID G. LEWIS

May 5, 1990

HE 023 763

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Description of Intended Users

Government Materials on Enrollment Management and Planning in Higher Education: A Resource Guide

This guide should be of special interest to college and university admissions directors and deans, academic deans, institutional planning officers, and faculty involved in enrollment or curriculum planning. The guide should also be of interest to faculty and administrators involved in the long range planning process at an individual campus, in a statewide system, or as a member of a state department of education. In addition, this guide will be useful to individuals seeking knowledge about the areas of enrollment and admissions planning and to college faculty teaching courses in this field as a curriculum supplement.

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BACKGROUND

The number of high school graduates in New York State will decline by 28,000 during the next five years. This represents a fifteen percent decline from the current level, a twenty-three percent decline since 1984, and a thirty-four percent decline since 1979. Nationally, the number of high school graduates will decline by twelve percent between 1989 and 1994. Competition among colleges for superior high school graduates will increase substantially during the next decade. Maintaining enrollment and improving the academic quality of entering classes will become more difficult. Some experts predict an increase in the number of marginally prepared high school graduates.

Management of college and university enrollment will be one of the major challenges facing higher education in the 1990's. Attracting and retaining qualified students will be an area of concern shared by faculty, administrators, and, trustees. Legislators will be interested since operating budgets, enrollment, and federal and state aid are so closely linked. The history of higher education in the United States is filled with examples of actions by states and the federal government which have had significant effects on colleges and universities. This has been especially true since World War II. The involvement of the government with universities shows no sign of changing.

A significant body of literature and data created by the government on the subject of enrollment management has come into existence as a result of this state and federal government involvement with higher education. Many state and federal agencies have conducted studies, held hearings, and passed legislation on subjects which are of great importance to those responsible for enrollment management and planning. Significant information on topics which affect enrollment planning activities is contained in state, federal and international documents. An example of useful government information on enrollment management subjects is over 2000 pages of testimony and research reports on the subject of the predictive validity of standardized admissions tests which were published as a result of truth in testing legislation in 1979, 1980, and 1981. The items in these committee hearings are a unique collection of every opinion on the subject and are not available elsewhere. Unfortunately, government sources of information are often overlooked. As indicated in some detail below, this guide is designed to provide easy access to important government sources of information.

INTRODUCTION AND DEFINITION OF THE SUBJECT OF ENROLLMENT MANAGEMENT IN HIGHER EDUCATION

A look at the history of higher education in the United States shows several periods during the 1800's and 1900's where colleges were endangered by declining enrollment. During the last sixty years the depression years of the 1930's were a particularly difficult time. Even during the post world War II increase in demand for a college education rising costs and an increase in the number of colleges created competition. Early college presidents often travelled extensively both to solicit funds and recruit students.

The need to manage or influence college enrollment from the initial contact by a prospective student to graduation has long been obvious to many in the college community. During the last twenty years the intensity of this interest has increased. The term enrollment management has come into existence to describe an aggressive program of activities which will result in the enrollment and retention of the appropriate number of qualified students needed to maintain or enhance institutional quality. The enrollment management field is interdisciplinary and includes subjects within as well as outside education. Finding information needed by those in the enrollment management field is often hampered because the term is not commonly used for indexing

or subject classification. Subjects and activities of interest to enrollment management professionals include:

Student recruitment and marketing activities and techniques

Factors affecting tuition costs and financial aid

Academic advising and orientation

Institutional research topics

Retention and academic success rates of college students

Student services in higher education

Trends in college enrollment

Demographic characteristics of prospective and current students

Academic preparation of high school students

Changes in higher education participation rates

Factors influencing choice of specific colleges

Overall demand for higher education

Workforce projections - both qualitative and quantitative

Curriculum planning in higher education

Socioeconomic factors which influence college attendance

Regulations and laws relevant to enrollment planning

Demographic data related to current and prospective students

Use and predictive validity of standardized tests for college admission

Predictors of academic success in college in addition to tests and grades

PURPOSE AND OBJECTIVES OF THIS GUIDE

The purpose of this guide is twofold. First, it is intended to provide sources of government information about key areas within the field of enrollment management. The guide should be of particular interest to admissions directors, academic deans, institutional planning officers, and faculty involved in recruitment and curriculum planning. The technical nature of some of the resources included requires familiarity with current admissions practices, policies, technology, and statistical techniques. The section on background readings will assist those less familiar with field. This guide will also be useful to individuals seeking knowledge about the areas of enrollment and admissions planning and to college faculty teaching courses in this area as a curriculum supplement. For perspective and balance reference is made to recent and earlier works.

The second purpose of this manual is to provide the reader with a general guide to the use of government information sources. An understanding of the ways in which the government collects, stores, analyses, and disseminates information will assist the user in securing additional resources on this subject and also be useful when investigating other topics. Information about ordering documents is included in the text where appropriate. Sample order forms are included in the appendix.

REFERENCES FOR INTRODUCTION

Hosler, Don. Creating Effective Enrollment Management Systems. New York: College Entrance Examination Board, 1986.

Western Interstate Commission for Higher Education. High School Graduates: Projections for the Fifty States, 1986-2004. Boulder, Colo.: WICHE, 1987.

A Note to Users About Additional Government Document Information Sources

Individuals who are experienced in using government documents may skip the introductory sections on locating and obtaining government documents. Those who have a need for additional information about using government documents should consult the sources described below. Complete citations for these works are included in the appendix. A systematic and clearly written guide to government publications in all formats is provided in Using Government Publications: Volume I: Searching by Subjects and Agencies and Using Government Publications: Volume II: Finding Statistics and Using Special Techniques by Jean L. Sears and Marilyn K. Moody. Detailed search strategy suggestions, checklists, sample entries, extensive indexing and cross references characterize this work and make it easy to use for the novice or experienced user. An excellent introduction to the information published by federal regulatory agencies is provided in Working the System: A Comprehensive Manual for Citizen Access to Federal Agencies edited by James R. Michael. Published in 1974 by the Ralph Nader organization, this 1000 page manual still provides excellent suggestions for obtaining specific information from particular agencies as well as general suggestions applicable to all government agencies. Users with a need for more detailed information about the Government Printing

Office depository library program should consult GPO'S Depository Library Program: A Descriptive Analysis by Peter Hernon and Charles McClure. This work includes a detailed review of the history and current status of the depository library system. For more advanced users who are interested in the underlying information structure which exists and supports the public policy implications of this or other subjects the essays and case studies in Government Infostructures by Karen Levitan should be reviewed. Articles and case studies included by Ms. Levitan describe the relationship between public policy and the information created by government agencies. Different types of information resources which exist to support policy decisions are covered by Ms. Levitan. Another excellent introductory reference source to the use of government documents is Introduction to United States Public Documents by Joe Morehead which provides helpful and detailed descriptions of the publications and databases of the federal government. Valuable information about finding government information is also included in Tapping the Government Grapevine by Judith Robinson. The Guide to U.S. Government Publications by John Andriot is another widely available excellent annotated guide to current series, periodicals and reference works published by the federal government. A title and agency index and a complete list of Sudoc numbers issued since 1900 are included in this important work.

Additional Government Document Information Sources

Andriot, John L. Guide to U.S. Government Publications. McLean, Va.: Documents Index, 1986.

Hernon, Peter and Charles McClure. GPO'S Depository Library System: A Descriptive Analysis. Norwood, N.J.: Ablex Publishing Company, 1985.

Levitan, Karen B. Government Infostructures. Westport, Ct.: Greenwood Press, 1987.

Michael, James R., ed. Working on the System: A Comprehensive Manual for Citizen Access to Federal Agencies. N.Y., N.Y.: Basic Books, 1974. (publication arranged by Ralph Nadar's Center for the Study of Responsive Law)

Morehead, Joe. Introduction to United States Public Documents. Littleton, Co.: Libraries Unlimited, 1983.

Sears, Jean and Marilyn Moody. Using Government Publications: Volume I: Searching by Subjects and Agencies. Phoenix, Az.: Oryx Press, 1985.

Sears, Jean and Marilyn Moody. Using Government Publications: Volume II: Finding Statistics and Using Special Techniques. Phoenix, Az: Oryx Press, 1986.

Robinson, Judith. Tapping the Government Grapevine. Phoenix, Az.: Oryx Press, 1986.

USING GOVERNMENT DOCUMENTS

The information presented in this section describes some important characteristics of the government as a publisher. Also covered are basic reference tools which provide access to published and unpublished government information. Millions of dollars are spent by federal, state and local governments collecting and publishing but very little on promotion or advertising. In libraries government documents are often shelved separately from other materials by the Superintendent of Documents number which is keyed to the agency of publication rather than the subject of the document. Most indexes and card catalogs do not include government documents and government publications are rarely available in bookstores. The lack of a subject classification scheme makes browsing difficult or impossible.

There are a number of finding aids which can be used in combination to gain access to government information sources. The Monthly Catalog United States Government Publications is designed to be a comprehensive index to government documents and publications with the exception of National Technical Information Service reports. The Monthly Catalog includes a cumulated annual index and provides access by Library of Congress subject headings, titles, keywords, author, and report or series number. The Monthly Catalog includes the Superintendent of Documents

number (SUDOC) for locating paper copies and depository microfiche copies; the Government Printing Office (GPO) stock number for ordering; and the monthly catalog number for locating on commercial microfiche. The Monthly Catalog is also available on CD-ROM. Library of Congress subject headings are used in the paper and CD-ROM versions.

The GPO Sales Publication Reference File (PRF) is a monthly issue on microfiche of publications for sale from the Government Printing Office. The PRF provides access to documents by subject heading, title, keyword, key phrase, series, personal author, sudoc number, and GPO stock number. Listings are not as comprehensive as the Monthly Catalog but are often more current.

An order form and complete instructions is included in each issue of the Monthly Catalog and Publications Review File. The form requires complete title, GPO stock number, and prepayment by check or credit card. Prices may be obtained from the PRF if not included in the Monthly Catalog. Documents without a GPO stock number must be ordered directly from the office of origin since not every government publication is available from the Government Printing Office. Copies from microfiche collections are also available.

Three commercial publications which provide access to government documents are the American Statistics Index, the CIS Index, and the Index to United States Government Periodicals. The American Statistics Index provides comprehensive subject access to every statistical table, list, or statistical

publication produced by the federal government. Several category indexes such as by state, by county, or by sex are valuable in finding educational statistics. The companion microfiche has the full text of all publications abstracted in the American Statistics Index.

The CIS INDEX is a very thorough index to all Congressional publications since 1970. Included are hearings, committee prints, House and Senate reports, and congressional documents. The Index to United States Government Periodicals is a commercial publication which includes an author and subject index to 170 government periodicals not indexed in other publications.

Three government published finding aids are briefly described below. Additional search aids are described in later sections. Subject Bibliographies, published by the GPO, includes over 300 subject matter bibliographies of government publications on a wide variety of topics. The subject of higher education is covered in this series approximately every two years. Valuable publications on the field of enrollment management are found in the last three higher education issues of this series.

The Government Reports Announcements Index (GRA&I) produced by the National Technical Information Service is an index to reports which result from government research and contracts. Over 70,000 titles are added annually from science, technology, and the social sciences. Access is by keyword, personal author, corporate author, report number, and contract number. A full abstract is included in each citation. Reports relevant to

educational and enrollment planning are found in GRA&I. The General Accounting Office publishes GAO Documents which provides access to GAO reports on a wide variety of subjects. These reports are often reviewed by Congress when considering legislation. A GAO document cited in the next section of this report is particularly applicable to educational planning as it relates to the future financial viability of the small liberal arts college.

All of the finding aids described above and the American Statistics Index microfiche government document collection are available in Bird Library. Complete bibliographic citations are included in the appendix.

ACQUIRING GOVERNMENT DOCUMENTS

There are several ways to obtain copies of federal government publications and documents. Nearly complete access to copies is possible by using the following methods.

DEPOSITORY LIBRARY SYSTEM

Government documents are available to the general public through 1300 selective depository or 50 regional depository libraries. Regional depository libraries receive all federal depository items while selective depositories choose only items appropriate for their collections. Depository libraries are required to provide the general public with assistance and access to their collection. Reference librarians are also a good source of information about document collections. All depository items are available by interlibrary loan through the regional depository library. Bird library and the Onondaga County public library are area selective depositories. The New York State Library in Albany is a regional depository. Addresses and telephone numbers are included at the end of this section.

ORDERING FROM THE SUPERINTENDENT OF DOCUMENTS

Government publications may be ordered directly from the superintendent of documents. The SUDOC and stock numbers are

required when ordering. A sample order form with instructions is included in the appendix. Full instructions as indicated earlier are included in each issue of the Monthly Catalog.

Commercial Microfiche

All depository and many nondepository items are included on a microfiche collection produced by Newsbank. This microfiche collection is available at Bird and at Cornell. As indicated earlier the microfiche collection of government statistical publications abstracted in the American Statistics Index is also available at Bird. The microprint collection of documents before 1980 was produced by the Readex Corporation and is also available at Bird and Cornell.

ADDITIONAL NOTES AND TIPS ON OBTAINING GOVERNMENT DOCUMENTS

Nondepository publications may also be obtained directly from the agency responsible for the document. Addresses of executive agencies and congressional committees are included in the list of addresses section and found in the Official Congressional Directory and the United States Government Manual which are available at most libraries.

When using government documents a good practice is to list the four numbers below for each relevant document since these are the access points for paper or microfiche copies or are required for ordering from the Superintendent of Documents.

1. Monthly Catalog Entry Number used to file and access GPO publications on commercial microfiche

2. SUDOC Number used to shelve paper and microfiche depository items in many libraries and may also be used to order documents

3. GPO Stock Number used to order publications from the Government Printing Office

4. Item Number used primarily by depository libraries for selecting depository series

SUMMARY OF STEPS TO OBTAIN FEDERAL GOVERNMENT DOCUMENTS

1. Check government documents collection for paper or microfiche copy
2. Check commercial microfiche collection if available
3. Consider interlibrary loan
4. Consider ordering from GPO or directly from agency
5. See reference librarian for specific local policies
6. Make note of the Monthly Catalog, Sudoc, GPO stock, and item numbers for ordering or access

It is also important to remember that microfiche copies of depository items are filed separately from nondepository items.

AREA SELECTIVE DEPOSITORY LIBRARIES

Onondaga County Public Library
The Galleries
447 S. Salina St.
Syracuse, N.Y. 13202
(315) 448-4636

Bird Library
Syracuse University
Documents Division
Syracuse N.Y. 13210
(315) 423-2090

Regional Depository Library

New York State Library
Legislative and Government Services
Cultural Education Center
Albany N.Y. 12230
(518) 474-3940

SIMPLIFIED GUIDE FOR ORDERING GOVERNMENT DOCUMENTS

MONTHLY CATALOG OF UNITED STATES GOVERNMENT PUBLICATIONS

87-1988

ED 1.310/2:258790

Spears, Jacqueline D.

Postsecondary and adult education in rural communities/ Jacqueline D. Spears and Sue C. Maes - [Washington, D.C.?] ; U.S. Dept. of Education, National Institute of Education; Kansas City Mo.: National Rural Education Forum, [1985]

27 leaves; 28 cm. Distributed to depository libraries in microfiche. "August 1985." "Paper prepared for the U.S. Department of Education 1985 National Rural Education Forum held in Kansas City Missouri, August 1985." Bibliography: leaves 26-27. .Item 466-A-3(microfiche) S/N ED258790 @ ERIC

1. Education, Rural-United States. 2. Adult Education-United States. I Maes, Sue C. II National Institute of Education III Title. OCLC 14071705

87-1988	Monthly Catalog number to locate documents on commercial microfiche
ED 1.310/2:258790	Sudoc number used to shelve paper and microfiche depository items
S/N ED258790 @ ERIC	GPO Stock Number required to order documents from the Government Printing Office
Item 466-A-3	Item number used by depository libraries for ordering documents

USING NEW YORK STATE DOCUMENTS

CHARACTERISTICS OF NEW YORK STATE DOCUMENTS

For a number of reasons access to New York State documents on the subject of enrollment management is often difficult. Unfortunately, this is also the case for many other subjects as well. Publications are decentralized by agency or units within an agency. New York State has no centralized control of printing or distribution of documents. A single bibliography of state publications does not exist. In addition most state publications are excluded from abstracting services, card catalogs, and online systems. Acquisition of specific items is generally from the publishing agency, through interlibrary loan from the New York State Library, or from commercially published microfiche. The addresses of specific agency contacts in the appendix are also a very important source for acquisition of particular reports related to enrollment management.

There are two major sources to assist in locating New York State documents. The Checklist of Official Publications of the State of New York is a monthly publication which includes a short bibliographic description, access points, title, and OCLC number. Items are arranged in New York State document call number order. The Checklist is compiled by the New York State Library and beginning in 1989 includes all monographs and serials cataloged on OCLC and received by the New York State Library. There is a single subject and title index. The Library of Congress subject headings are used. Full bibliographic information is included in

the Dictionary Catalog described below. The Dictionary Catalog of Official Publications of the State of New York includes all monographs cataloged by the New York State Library. Subject, title and author access is possible. Titles not in the Checklist with a publication date of 1985 or later are included in the Dictionary Catalog. It is very important to note that many changes have taken place in the scope and format of these two publications as a result of new technology. It is also important to refer to the user guide in the most recent edition and to refer to the scope notes and instructions in earlier editions for older documents. Many items in older issues of the Checklist were not cataloged by the State Library and therefore were not included in the Dictionary Catalog. The Checklist is published monthly and the Dictionary Catalog is published quarterly and cumulated annually. The New York State Documents Authority File must be consulted to identify the call numbers of the relevant offices which might publish on enrollment management subjects. Examples of New York State document call numbers and the associated offices are listed below.

EDU 020.00 to EDU 960.00	includes over 100 offices and bureaus of the State Education Department
STA 032.00 to STA 954.00	includes subdivisions of the State University of New York
POS 490.00 to POS 500.00	also includes units of the State Education Department such as the Office of Postsecondary Research, Information Systems and Institutional Aid

The New York State documents authority file in Bird library is printed in call number order and alphabetically by New York State Agency name. A good search strategy would be to review this carefully since documents pertaining to the same agency may be under different call numbers as a result of agency reorganization. For example, documents pertaining to the College of Environmental Science and Forestry are classed under ENV 733 and STA 939.

The Legislative Manual and New York State Redbook include lists of state agencies and legislative committees with addresses and agency contacts. Since many state publications are not widely distributed or well known agency contacts can be particularly helpful in identifying and obtaining New York State publications. The sections on the State Education Department and State University of New York are helpful as are the Assembly and State Senate education committees. Research Publications Inc. is a commercial vendor which provides a microfiche collection of all New York State documents in the Checklist. This microfiche collection is available at Cornell. Access to the microfilm is by the time accession number in the Dictionary Catalog. A good strategy for keeping up with current relevant state documents would be to review the Checklist and the Dictionary Catalog regularly for appropriate documents. Since the Checklist typically includes 200 items relevant documents can be easily identified and obtained.

SIMPLIFIED GUIDE

DICTIONARY CATALOG OF OFFICIAL PUBLICATIONS OF THE STATE OF NEW YORK

New York (State). Office of Postsecondary
Research, Information Systems and
Institutional Aid.
The simulation of college enrollments: a
description of a higher education enrollment
forecasting model, New York State 1978-1994 /
The University of the State of New York, State
Education Department, Office of Postsecondary
Research, Information Systems, and Institutional
Aid. Albany: The Office, 1980. vii, 197 p. : ill.,
map ; 28 cm. Checklist no. 80-71314, October, 1980.
OCL 6634622
1. College attendance- Estimates - New York (State) -
Mathematical models I. Title. II. Title: Higher
education enrollment forecasting model.
[POS, 500-4, SIMCE, 80-71374]
[3 copies in D]

[POS, 500-4, SIMCE, 80-71374] New York State Library call number for interlibrary loan

80-71374 Checklist number for access to commercial microform copies

EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

This federally funded information system of sixteen specialized clearinghouses provides access to a significant amount of government information relevant to the field of enrollment management and planning. ERIC acquires and makes available noncopyrighted educational publications and documents on all subjects within the field of education. ERIC documents may originate from federal, state, or private sources. The database search can be limited to government documents by using appropriate search indicators. Government agency involvement is included in the record. ERIC also publishes subject bibliographies on various aspects of the higher education planning process, answers telephone inquiries, performs specialized computer searches, publishes a bulletin, provides fact sheets, topical reviews, literature guides, and publishes a series of higher education research reports. ERIC is an excellent source of unpublished government research reports. The monographs which analyze current educational planning and enrollment management issues are particularly comprehensive. Over ninety-eight percent of the items in ERIC are readily available online or through the ERIC Document Reproduction Service. Complete ordering instructions are included in the ERIC Thesaurus of Descriptors. A sample order form is included in the appendix. Relevant addresses are listed below.

ERIC Clearinghouse on Educational Management
University of Oregon
1787 Agate Street
Eugene, Oregon 97403
(503) 686-5043

ERIC Clearinghouse on Higher Education
George Washington University
One Dupont Circle N.W. Suite 630
Washington, D.C. 20036
(202) 296-2957

ERIC Document Reproduction Service
3900 Wheeler Avenue
Alexandria, Va. 22304
(800) 227-3742
(703) 823-0500

RELEVANT SEARCH TERMS, DEFINITIONS, AND SUBJECT HEADINGS

Since enrollment management is an interdisciplinary field information may be found under a large number of subject headings. Listed below are important ERIC and Library of Congress subject headings. The scope notes included with the ERIC descriptors provide excellent definitions of some of the terms. It is important to note that the Library of Congress headings are much more broad than the subject headings included in the specialized ERIC database. This is expected since ERIC is concerned only with educational resources. For convenience the subject headings are divided into ERIC and Library of Congress headings.

ERIC Subject Headings

Academic Ability
Academic Achievement
Academic Aspiration
Academic Standards
Academic Advising
Access to Education
Admissions Counseling
Admissions Criteria
Admissions Officers
Articulation(education)
College Administration
College Admission
College Applicants
College Attendance
College Bound Students
College Choice
Campus Planning
College Day
College Entrance Examinations
College Environment
College Freshmen
College Planning
College Preparation
College Role
College Transfer Students
Competitive Selection
College School Cooperation
Declining Enrollment
Educational Supply
Educational Planning
Enrollment
Enrollment Influences
Enrollment Projections
Enrollment Trends
High School Graduates
High School Seniors
Higher Education
Institutional Research
Institutional Characteristics
Nontraditional students
Post High School Guidance
Predictive Measurement
Reentry Students
School Demography
School Holding Power
School Statistics
Selective Admission
Selective Colleges
Student Attrition
Student Recruitment
Transitional Programs
Transfer Policy

SELECTED SCOPE NOTES from THE ERIC THESAURUS OF DESCRIPTORS

Subject Heading	Definition
Student Recruitment	Activities designed to encourage students or potential students to enroll in a particular program or at a specific institution
Declining Enrollment	Diminishing numbers of students in educational institutions
Educational Demand	Consumer demand for education
Enrollment Influences	Factors affecting enrollment at a particular institution

SELECTED LIBRARY OF CONGRESS SUBJECT HEADINGS

Adult education--United States--Statistics
Afro-Americans--Education--United States
College attendance--United States--Statistics--Periodicals
College, Choice of --United States--Longitudinal studies
College students--United States--Statistics
College students--United States--Statistics--Periodicals
Discrimination in education--United States
Education--Demographics--United States
Education--Demographic aspects--United States--Statistics-Periodicals
Education, Higher--Information services--United States
Education, Higher--United States--Bibliography
Education, Higher--United States--Forecasting
Education, Higher--United States--Longitudinal studies
Education--United States--Statistics--Periodicals
Education--United States--1965--Statistics-- Periodicals
Educational equalization--United States
Educational planning--Information services--United States
Forecasting--Methodology
High school graduates--United States--Statistics--Periodicals
High school seniors--United States--Longitudinal studies
Higher education and state--Information services--United states
Minorities--United States--Education
School attendance--United States--Statistics--Periodicals
School census--United States--Statistics
Small colleges--United States--Finance
Strategic planning

After reviewing these lists it is clear that the controlled education vocabulary of ERIC and the broader Library of Congress subject headings are very different. This is important to remember when using the finding aids described in this guide.

Another important source of government information relevant to enrollment management activities are the items published as a result of the legislative process. These documents are described in the next section by using the example of a legislative history of a relevant federal law.

LEGISLATIVE HISTORY

A legislative history is a chronological tracking of a bill from the time of its introduction until the time of its enactment into law and signature by the president, defeat, veto, or veto override. Legislative histories are important for several reasons. Information is gathered and published at each stage of the legislative process. House and Senate bills, hearings, and reports which are published as part of the legislative process often contain valuable information about the subject under consideration not available elsewhere. Examples of Congressional documents which include information on subjects within the field of enrollment management are House and Senate reports which were prepared when the Higher Education act of 1986 (PL 99-498) and Truth-in Testing Act of 1979 (HR 3564) were under consideration. The Truth in Testing subcommittee hearings included over 1200 pages of testimony from a wide spectrum of individuals and

organizations on every aspect of college entrance testing. The Higher Education Act of 1986 hearings include significant information about financial aid eligibility requirements and potential impact on student enrollment decisions. Legislative histories also provide background perspective and insight into the political and legislative processes within which colleges must operate. This insight is important given the close association and interaction of higher education and the government. Helpful resources for tracking the legislative history of a bill are listed below.

CIS Annual which provides an abstract and complete bibliographic references to pertinent documents

Congressional Index which indexes and summarizes bills and includes a legislative summary

United States Congressional Code and Administrative News which is the full text of the law with the legislative history in the margin

ABBREVIATED LEGISLATIVE HISTORY PL 99-498

Senate bill number 99-S.1965 which was eventually signed into law as PL 99-498 was introduced to extend until 1991 college student financial aid programs and various types of direct government aid to colleges. The major authorized programs were Pell grants and guaranteed student loans with a combined total of seven billion dollars. All other programs together totalled 3.2 billion dollars. S 1965 was introduced in the Senate on December 17, 1985. S 1965 was considered by the Senate Labor and Human Resource Committee and reported on May 13, 1986 in S. Rept. 99-296.

The House companion bill H.R. 3700 had been passed on December 4, 1985. H.R. 3700 was introduced on November 6, 1985. The House Committee on Education and Labor reported in H. Rept. 99-383 on November 20, 1985.

Conference agreement was reached by the House and Senate conference committee on Sept. 12, 1986 and passage by the full House and Senate took place September 24 and 25 respectively. The conference committee report is H.Rept 99-861. President Reagan signed the legislation into law on October 17, 1986. Presidential comments on the legislation are cited below.

There were a total of thirty-seven committee and subcommittee reports and hearings on this legislation and a committee print. Sample relevant documents are listed below.

House Report

H. Rept. 99-589 on H.R. 2246, "Education Research and Statistics Ammendments of 1986," May 7, 1986.

Sudoc number Y1.1/8:99-589
CIS Index location CIS 86:H343-9

Committee Hearings

"Hearings on the Reauthorization of the Higher Education Act of 1965: The Federal Role in Assisting Colleges and Universities in Providing Graduate Education," hearings before the Subcommittee on Postsecondary Education, House Education and Labor Committee, Nov. 16, 1983.

Sudoc number Y4.Ed8/1:Ed8/66
CIS Index location CIS84: H341-71

"Hearing on College Costs and Financial Assistance," hearings before the Subcommittee on Postsecondary Education, House Education and Labor Committee, October 19, 1983.

Sudoc number Y4.Ed8/1:C68/6
CIS Index location CIS84: H341-72

Committee Print

"Reauthorization of the Higher Education Act: Program Descriptions, Issues, and Opinions," committee print issued by Senate Labor and Human Resources Committee, Feb. 1985.

Sudoc number Y4.11/4:S.Prt. 99-8
CIS Index location 85:S542-2

The committee print is a sixteen section, 494 page discussion of all issues and opinions about this legislation.

Presidential Statement

Weekly Compilation of Presidential Documents, vol.22, (1986): Oct.17.

This is the statement by the President upon signing the bill.

ENROLLMENT MANAGEMENT INFORMATION SOURCES

This section of the guide is designed to highlight specific government information sources relevant to the subjects included in the field of enrollment management. Location and ordering information is included where available. The resources are organized broadly by subject. Most items listed cover more than one aspect of the field of enrollment management.

Overview of Enrollment Management

U.S. Department of Education. National Institute of Education. The Enrollment Crisis: Factors, Actors, and Impacts. AAHE/ERIC Higher Education Research Report No.3 Washington D.C.: American Association for Higher Education 1982.

Sudoc number 1.310/2:222158
Monthly Catalog number 84009932
ERIC number 222158

This publication covers many of the important concepts of enrollment management including recruitment and admissions, enrollment projections, student retention, current research

findings, institutional responses, and institutional concerns. This work was also released as Enrollments in the Eighties: Factors, Actors and Impacts by J. Victor Baldridge, Frank R. Kemmerer. and Kenneth C. Green.

New York State. The University of the State of New York, State Education Department, Office of Postsecondary Research, Information Systems, and Institutional Aid. College Participation Rates in New York State: Historical Statistics and Influential Factors. Albany, N.Y.: University of the State of New York, 1978.

New York State Library number POS,500-4,COLPR,79-70725
Checklist number 79-70725

This item includes actual participation rates of students in higher education and the factors which influence these rates. This is an excellent resource for colleges whose recruitment plan depends upon increasing the participation rate.

State University of New York. Nelson A. Rockefeller Institute of Government. SUNY, CUNY, and the Independent Colleges and Universities: Conflict in NYS Higher Education. Albany, N.Y.: State University of New York, 1985. (Rockefeller Institute Special Report No. 6)

New York State Library number GOV/012.1-4,SUNCI,86-11201
Checklist number 86-11201

A candid discussion of the issues faced by all sectors of higher education in New York. Areas of conflict are covered.

BACKGROUND READINGS

New York State. University of the State of New York, State Education Department, Office of Postsecondary Research, Information Systems, and Institutional Aid. The Simulation of College Enrollments: A Description of a Higher Education Enrollment Forecasting Model, New York State 1978-1994. Albany, N.Y.: The University of the State of New York, 1980.

New York State Library number POS,500-4,SIMCE,80-71314
Checklist number 80-71314

This item describes a model for predicting the enrollment at each postsecondary institution in New York . Extensive discussion of the concepts and assumptions of enrollment forecasting is included.

U.S. Bureau Of Census. "School Enrollment- Social and Economic Characteristics of Students: Oct.1985." Current Population Reports, series P-20 no.346. Washington, D.C.: Government Printing Office, 1985.

Sudoc number C3.186/12: 984-985
Monthly Catalog number 8801395

Statistical tables and data showing all levels of school population by race, sex and various economic characteristics

U.S. Congress. House. Committee on the Budget. Human Resources Task Force. Inequalities in the Educational Experiences of Black and White Americans: Hearings Before the Task Force on Human Resources of the Committee on the Budget. House of Representatives, Ninety-fifth Congress, second session, Sept.27, 1978.

Sudoc number Y 4.B 85/3: Ed 8/2
Monthly Catalog number 78010435

Excellent background material on issues of historical discrimination in higher education. A good companion to the more recent works included below.

U.S. Department of Education. A Nation at Risk: A Report From the Commission on Excellence in Education. Washington, D.C.: U.S. Department of Education. 1983.

Sudoc number ED 1.2:N21
Monthly Catalog number 8301697

A comprehensive discussion of the problems and challenges faced by educators in the middle 1980's in the elementary and secondary schools. Since these students will be the college students of the 1990's this is good background reading for understanding the future for those in higher education.

U.S. Department of Education. National Center for Educational Statistics. The Condition of Education, 1988. Washington, D.C.: Government Printing Office, 1988.

Sudoc number ED1.109: 988/v.1-2
Monthly Catalog number 89002075

Published yearly this work includes statistical and narrative information about the current condition of higher education in the United States.

U.S. General Accounting Office. Problems and Outlooks of Small Private Liberal Arts Colleges. Washington, D.C.: General Accounting Office, 1977.

Sudoc number GA1.13:HRD-78-91
Monthly catalog number 79002432

An excellent review of the financial problems facing many colleges. Much of the analysis is applicable to both small and large public and private colleges.

Statistical and Factual Enrollment Management Sources

New York State. The University of the State of New York, State Education Department, Office of Postsecondary Research, Information Systems, and Institutional Aid. Residence and Migration Patterns of College and University Students in New York State: 1974-1976. Albany, N.Y.: University of the State of New York, 1976.

New York State Library number POS,500-4,RESMC,78-71712
Checklist number 78-71712

This item shows the geographic source of students at colleges in New York State and the destination of New York students who attend school out of state.

State University of New York. Office of Policy Analysis. Trends in New York State High School Graduates by County and School. Albany, N.Y. State University of New York, 1989.

Available SUNY
Office of Policy Analysis
State University Plaza
Albany, N.Y. 12222

Data tables show number of high school graduates by high school with projections for ten years. Very important for schools which depend heavily on New York for students.

U.S. Bureau of Census. Educational Attainment in U.S.: March 1987. Current Population Reports, Series P-20 Washington, D.C.: Government Printing Office, 1988.

Sudoc number C3.186/23:986-87

Monthly Catalog number 89001725

Shows level of attainment of students in U.S. Helpful for those who seek more information about academic preparation of high school students in whole country.

U.S. Department of Education. Digest of Educational Statistics. Washington, D.C.: Office of Educational Research and Improvement, 1987.

Sudoc number ED 1.113:987
Monthly Catalog Number 89008823

Extensive statistical coverage of enrollment, funding, research activities, graduates, international education and other areas.

U.S. Department of Education. National Center for Education Statistics. Fall Enrollment in Higher Education, 1986. Washington, D.C.: Department of Education 1986.

Sudoc number ED1.310/2:247863
Monthly Catalog number 8900784

Enrollment tabulations by college in the United States.

U.S. Department of Education. National Center for Educational Statistics. Trends in Adult Student Enrollments. Washington, D.C.: National Center for Educational Statistics, 1985.

Sudoc number ED1.102 Ad 9/2
Monthly catalog number 87013787

Shows past participation rates of adults in higher education. Helpful for colleges which intend to enhance adult student recruitment or who depend heavily on adult students.

Western Interstate Commission for Higher Education. High School Graduates: Projections for the Fifty States, 1986-2004. Boulder, Co.: WICHE, 1987. (publication number 2a178)

Available Western Interstate Commission for Higher Education
Information Clearinghouse
Publications
Boulder, Colorado 80301-9752
Telephone 303-497-0200

Compiled by a fourteen state consortium this state by state breakdown of high school graduates is published every two years. Also included is an analysis and summary of the data. This is a very important source for identifying the population trends in each state. Also available on diskette.

Marketing and Higher Education

New York State. Office of Postsecondary Research, Information Systems and Institutional Aid. Adult Participation in Postsecondary Education in New York State. Albany, N.Y.: The University of the State of New York, 1985.

New York State Library number POS,490-4,ADUPP,85-72308
Checklist number 85-72308

This is an important resource for colleges with a significant adult student enrollment or those planning market research to determine if additional adult student recruitment activities or academic programs are feasible.

New York State. The University of the State of New York, State Education Department, Office of Postsecondary Research, Information, Systems, and Institutional Aid. Higher Education Data System: A Source of Basic Data on NYS Degree Granting Institutions. Albany, N.Y.: The University of the State of New York, 1979.

New York State Library number POS,500-4,HIGED,79-50345
Checklist number 79-50345

The data system described includes a wide range of information on all colleges in New York which would be useful in assessing the competition as part of a marketing study.

U.S. Department of Education. National Institute of Education. Marketing in Higher Education. Washington, D.C.: American Association for Higher Education, 1981. (AAHE/ERIC Research Report No.5 Stanley M. Grabowski co-author)

ERIC number ED 214445

Explains principles of marketing as they relate to higher education, college admissions, and student recruitment. Includes extensive bibliography.

College and University Planning

U.S. Department of Education. National Institute of Education. Strategic Planning, Management, and Decision Making. Washington, D. C.: American Association for Higher Education, 1981.

ERIC number ED217825

Overview of strategic planning principles with applications for higher education. Contains extensive bibliography.

U.S. Department of Education. National Institute of Education. Washington, D.C.: Futures Research and the Strategic Planning Process: Implications for Higher Education. Washington, D.C.: Association for Study of Higher Education, 1984.

Sudoc number 1.310/225962
Monthly Catalog number 87001992

Helpful resource for those interested in strategic planning. Sections on forecasting and methodology are included.

Admissions Standards

Connecticut Board of Governors for Higher Education. Admissions Standards: National Trends in Public Higher Education. Hartford, Conn.: State of Connecticut, Board of Governors for Higher Education. 1983.

Available Board of Governors for Higher Education
Hartford, Connecticut

Trends in public college admissions are reviewed making this helpful for a national perspective on admissions.

Oregon State System of Higher Education. Proposed 1978-1979 Admissions Policies for State System Institutions. Portland, Ore.: Office of Academic Affairs, Oregon State System of Higher Education, 1977.

Available Office of Academic Affairs
Oregon State University of Higher Education
Portland, Oregon

This is an example of centrally determined admissions requirements in a multi-campus public university system.

State University of New York. Central Office of Student Affairs and Special Programs. A Report on the Admissions Decision Process at State Operated Campuses. Albany, N.Y.: Office of Access Services, 1989.

Available State University of New York
Office of Access Services
SUNY Plaza
Albany, N.Y. 12221

This is an example of locally determined admissions requirements in a multi-campus public university system. Charts and tables show the relative importance of SAT scores and high school average by campus. Tables also show the percentage of applicants accepted and distribution of applicants and acceptances by high school average and SAT scores.

BIBLIOGRAPHIES

Educational Resources Information Center. An Annotated Bibliography of Information Analysis Products and Other Major Publications of the Eric Clearinghouses January-December 1982. Bethesda, Md.: ERIC, 1982.

Sudoc number ED1.310/2:237098
Monthly Catalog number 85008400

Published every six months by the ERIC Clearinghouse on Higher Education this annotated bibliography usually includes references to current items in the field of enrollment management.

U.S. Department of Education. Higher Education: A Bibliographic Handbook. Washington, D.C.: Government Printing Office. 1981.

Sudoc number ED1.317:Ed 8/v.1
Monthly Catalog number 8310997

This publication includes abstracts on a wide variety of subjects in higher education. Admissions, recruitment, and academic planning are extensively covered.

RACE AND GENDER IN ADMISSIONS

National Advisory Committee on Black Higher Education and Black Colleges. Target Date 2000 A.D.: Goals for Achieving Higher Education Equity for Black Americans. Washington, D.C.: Government Printing Office, 1979.

Sudoc number ED1.2:T17/v.1
Monthly Catalog number 81003296

This publication provides a history of discrimination and suggests goals for minority participation in higher education for the year 2000.

"Nondiscrimination on Basis of Sex". Federal Register, 1975, 40(108), 11, 24128-24145.

This is the text of the federal regulation prohibiting discrimination based on sex in college admissions and college programs.

State University of New York. Office of Student Affairs and Special Programs. Responding to the Needs of African, Asian, Hispanic, and Native American Students: Living and Learning in a Pluralistic Educational Community. Albany, N.Y.: State University of New York, 1988.

Available State University of New York
Office of Student Affairs and Special Programs
SUNY Plaza
Albany, N.Y. 12222

This publication describes the response of a large public system of higher education to meeting the concerns of minority students.

U.S. Department of Education. National Institute of Education. Minority Access to Higher Education. Washington, D.C.: American Association for Higher Education, 1981. (co-author Jean Preer ERIC/AAHE Higher Education Report No. 1.)

Sudoc number 1.310/2:207474
Monthly Catalog number 83020438

This publication includes sections on access trends, student concerns, and institutional concerns related to minority recruitment, admission, and retention. There is an extensive bibliography.

NON GOVERNMENT ENROLLMENT MANAGEMENT RESOURCES

Hosler, Don. Creating Effective Enrollment Management Systems. New York: College Entrance Examination Board. 1986.

Available College Board Publications
Box 866
N.Y., N.Y. 10101

ISBN 0-87447-272-5

Basic concepts of enrollment management principles are discussed. Models of successful enrollment management systems are described and four case studies of different types of colleges are presented.

Hosler, Don. Enrollment Management: An Integrated Approach. N.Y., N.Y.: College Entrance Examination Board, 1986.

Available College Board Publications
Box 866
N.Y.,N.Y. 10101

ISBN 0-87447-193-1

This item is a review of the literature on enrollment management subjects. Included are a discussion of factors which influence college enrollment, the economic demand for higher education, and retention. A bibliography is included.

Zemsky, Robert and Penny Oedel. The Structure of College Choice. N.Y., N.Y.: College Entrance Examination Board, 1983.

Available address above

Library of Congress catalog number 83-72152

This work is a review of a comprehensive enrollment planning process. Market segmentation principles and factors influencing college choice are discussed.

RELEVANT OFFICES TO CONTACT FOR ADDITIONAL INFORMATION

ERIC Clearinghouses

ERIC Clearinghouse on Counseling
and Personnel Services
University of Michigan
School of Education
Ann Arbor, Mi. 48109
313-764-9492

ERIC Clearinghouse on Educational Management
University of Oregon
1787 Agate St.
Eugene Oregon, 97403
503-686-5043

ERIC Clearinghouse on Higher Education
George Washington University
One Dupont Circle
Washington, D.C. 20036
202-296-2597

Educational Resources Information Center
1200 19th St. N.W.
Washington, D.C. 20208
202-626-9180

Federal Agencies

Department of Education
Center for Educational Statistics
555 New Jersey Ave NW
Washington, D.C. 20208
202-357-6275

Department of Education
Office of Educational Research
and Improvement
Room 4181
400 Maryland Ave. SW
Washington, D.C. 20202
202-732-3032

Department of Education
Fund for the Improvement of Postsecondary Education
400 Maryland Ave. SW
Washington, D.C. 20202
202-245-8091

Department of Education
Higher Education Program Management Services
400 Maryland Ave. SW
Washington, D.C. 20202
202-245-3192

Department of Education
Information Center
Room 1127
400 Maryland Ave. SW
Washington, D.C. 20202
202-245-3192

Department of Education
Office of Postsecondary Education
400 Maryland Ave. SW
Washington, D.C. 20202
202-245-3192

State Agencies

State University of New York
College Admissions Personnel Association
Richard Bodenschantz, President
SUNY New Paltz
New Paltz, New York 12561

New York State Education Department
Deputy Commissioner for Higher and Professional Education
Cultural Education Center
Empire State Plaza
Albany, N.Y. 12230
518-474-5851

State University of New York
Office of Student Access Services
State University Plaza
Albany, N.Y. 12246
518-443-5626

New York State Legislature

New York State Assembly
Higher Education Committee
Room 843 LOB
Albany, N.Y. 12248

New York State Senate
Higher Education Committee
Room 805 LOB
Albany, N.Y. 12248

Multi State Consortium

Western Interstate Commission for Higher Education
Information Clearinghouse
Publications
Boulder, Colorado 80301-9752
303-497-0200

Congressional Committees

There are several committees in the House and Senate which consider subjects within the area of enrollment management. The most relevant are listed below. It is important to remember that the legislative process often creates select committees, joint committees, commissions, and task forces to consider specific subjects or politically sensitive issues.

United States Senate

Committee on Labor and Human Resources
Suite 42B
Dirksen Senate Office Building
Washington, D.C. 20510
202-224-4375

Committee on Labor and Human Resources
Subcommittee on Education, Arts, and Humanities
Room 64B
Dirksen Senate Office Building
Washington, D.C. 20510
202-224-7666

Senate Appropriations Committee
Suite 12B
Capitol Building
Washington, D.C. 20510
202-224-7282

Senate Committee on Appropriations
Subcommittee on Labor, Health and Human Services, Education, and Related Agencies
Room 131
Dirksen Senate Office Building
Washington, D.C. 20510

U.S. House of Representatives

Committee on Education and Labor
Subcommittee on Postsecondary Education
Room 2181
Rayburn House Office Building
Washington, D.C. 20515
202-225-4527

House Committee on Appropriations
Room 218
Capitol Building
Washington, D.C. 20515
202-225-2771

House Committee on Appropriations
Subcommittee on Labor, Health and Human Services, Education and Related Agencies
Room 2358
Rayburn House Office Building
Washington, D.C. 20515
202-225-3508

Other Relevant Federal Agencies

Employment and Training Administration
Department of Labor
200 Constitution Ave. NW
Washington, D.C. 20201
202-523-8165

This office studies labor shortage and surplus occupations and develops projections of future workforce needs. It also funds job training and partnership programs.

Bureau of Health Care Assistance
Department of Health and Human Services
Office of Program Support
200 Independence Ave. SW
Washington, D.C. 20201

This office studies the future need for health care professionals and collegiate programs necessary to meet the need.

Bureau of Census
Department of Commerce
Washington, D.C. 20233
301-763-4040

Intergovernmental Advisory Council on Education
Department of Education
300 7th St. SW
Washington, D.C. 20202

National Advisory Council on Adult Education
Department of Education
200 L St. NW
Washington, D.C.
202-634-6300

International Agency

UNESCO
Institute for Education
Feldbrunenstrasse 58
D-2000 Hamburg 13
West Germany

A good source of information for colleges considering increasing the enrollment of foreign students.

Appendix

Selected Reference Sources

Congressional Information Service. American Statistics Index. Washington, D.C.: Congressional Information Service, 1988.

Congressional Information Service. Index to the Publications of the United States Congress. Washington, D.C.: Congressional Information Service, 1988.

Congressional Quarterly Inc. CQ Almanac. Washington, D.C.: Congressional Quarterly Inc., 1987.

Congressional Quarterly Inc. CQ Weekly Report. Washington, D.C.: Congressional Quarterly Inc., 1989.

Gale Research Inc. Encyclopedia of Governmental Advisory Organizations 1990-1991. Detroit, MI.,: Gale Research Inc., 1989.

Information USA. The Federal Database Finder: A Directory of Free and Fee Based Databases and Files Available from the Federal Government. Chevy Chase, MD.: Information USA Inc., 1987.

Knowledge Industry Publications. Computer Readable Databases: A Directory and Data Sourcebook. White Plains, N.Y.: Knowledge Industry Publications, 1986.

United States Superintendent of Documents. Publications Reference File. Washington, D.C.: U.S. Superintendent of Documents, 1988. (GP 3.22/3; item 522-B)

United States Superintendent of Documents. Subject Bibliographies. Washington, D.C.: U.S. Superintendent of Documents. 1989. (GP 3.22/2 item; 522-B)

United States Superintendent of Documents. United States Statutes at Large. Washington, D.C.: U.S. Superintendent of Documents, 1985. (GS 4.111; item 576)

United States Superintendent of Documents. Weekly Compilation of Presidential Papers. Washington, D.C.: U.S. Superintendent of Documents, 1988. (GS 4.114; item 577-A)